



# Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Blount, AL

Top Tapestry Segments:		Demographic Summary		2008	2013
Southern Satellites	65.0%	Population		55,834	58,470
Midland Crowd	22.7%	Households		21,413	22,525
Rooted Rural	4.6%	Families		16,302	17,008
Midlife Junction	2.7%	Median Age		38.2	39.8
Salt of the Earth	2.2%	Median Household Income		\$41,251	\$46,056

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	53	\$1,435.88	\$30,746,587
Men's	53	\$261.57	\$5,601,011
Women's	51	\$475.43	\$10,180,415
Children's	64	\$266.07	\$5,697,385
Footwear	45	\$217.39	\$4,654,931
Watches & Jewelry	62	\$139.13	\$2,979,278
Apparel Products and Services <sup>1</sup>	60	\$76.29	\$1,633,567
<b>Computer</b>			
Computers and Hardware for Home Use	60	\$125.85	\$2,694,842
Software and Accessories for Home Use	56	\$16.23	\$347,595
<b>Entertainment &amp; Recreation</b>	71	\$2,639.52	\$56,520,073
<b>Fees and Admissions</b>	53	\$330.13	\$7,069,107
Membership Fees for Clubs <sup>2</sup>	57	\$94.28	\$2,018,816
Fees for Participant Sports, excl. Trips	51	\$58.63	\$1,255,525
Admission to Movie/Theatre/Opera/Ballet	51	\$76.00	\$1,627,383
Admission to Sporting Events, excl. Trips	56	\$33.90	\$725,858
Fees for Recreational Lessons	52	\$66.92	\$1,432,991
Dating Services	68	\$0.40	\$8,534
<b>TV/Video/Sound Equipment</b>	66	\$941.77	\$20,166,200
Community Antenna or Cable TV	72	\$527.15	\$11,287,779
Televisions	57	\$168.73	\$3,613,016
VCRs, Video Cameras, and DVD Players	68	\$22.54	\$482,749
Video Cassettes and DVDs	65	\$42.75	\$915,323
Video Game Hardware and Software	65	\$23.16	\$495,824
Satellite Dishes	90	\$1.00	\$21,448
Rental of Video Cassettes and DVDs	64	\$32.73	\$700,934
Streaming/Downloaded Video	47	\$0.38	\$8,138
Sound Equipment <sup>3</sup>	56	\$119.75	\$2,564,148
Rental and Repair of TV/Radio/Sound Equipment	62	\$3.59	\$76,841
Pets	85	\$377.00	\$8,072,798
Toys and Games	71	\$105.82	\$2,265,839
Recreational Vehicles and Fees <sup>4</sup>	107	\$467.27	\$10,005,697
Sports/Recreation/Exercise Equipment <sup>5</sup>	68	\$146.97	\$3,147,114
Photo Equipment and Supplies <sup>6</sup>	69	\$87.94	\$1,883,085
Reading <sup>7</sup>	64	\$182.61	\$3,910,233
<b>Food</b>	68	\$5,652.62	\$121,039,501
<b>Food at Home</b>	69	\$3,382.66	\$72,432,884
Bakery and Cereal Products	70	\$471.26	\$10,091,080
Meat, Poultry, Fish, and Eggs	70	\$860.84	\$18,433,172
Dairy Products	70	\$388.52	\$8,319,331
Fruit and Vegetables	64	\$528.46	\$11,315,998
Snacks and Other Food at Home <sup>8</sup>	71	\$1,133.58	\$24,273,303
<b>Food Away from Home</b>	66	\$2,269.96	\$48,606,617
Alcoholic Beverages	56	\$332.87	\$7,127,829
Nonalcoholic Beverages at Home	74	\$325.15	\$6,962,513



# Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Blount, AL

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	46	\$468.79	\$10,038,149
Vehicle Loans	81	\$4,713.28	\$100,925,488
<b>Health</b>			
Nonprescription Drugs	83	\$93.87	\$2,010,071
Prescription Drugs	83	\$470.48	\$10,074,462
Eyeglasses and Contact Lenses	75	\$58.01	\$1,242,125
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	62	\$5,648.43	\$120,949,732
Maintenance and Remodeling Services	60	\$1,242.60	\$26,607,743
Maintenance and Remodeling Materials <sup>10</sup>	91	\$379.10	\$8,117,774
Utilities, Fuel, and Public Services	74	\$3,382.05	\$72,419,791
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	63	\$88.36	\$1,892,023
Furniture	58	\$382.82	\$8,197,232
Floor Coverings	63	\$61.41	\$1,314,992
Major Appliances <sup>12</sup>	75	\$226.49	\$4,849,762
Housewares <sup>13</sup>	58	\$55.25	\$1,183,035
Small Appliances	71	\$24.93	\$533,842
Luggage	50	\$4.99	\$106,776
Telephones and Accessories	53	\$22.93	\$491,066
<b>Household Operations</b>			
Child Care	57	\$234.67	\$5,024,924
Lawn and Garden <sup>14</sup>	75	\$319.40	\$6,839,411
Moving/Storage/Freight Express	60	\$31.67	\$678,253
Housekeeping Supplies <sup>15</sup>	73	\$556.93	\$11,925,449
<b>Insurance</b>			
Owners and Renters Insurance	80	\$392.12	\$8,396,460
Vehicle Insurance	72	\$1,000.70	\$21,427,941
Life/Other Insurance	77	\$440.51	\$9,432,574
Health Insurance	76	\$1,549.88	\$33,187,512
Personal Care Products <sup>16</sup>	67	\$291.46	\$6,240,938
School Books and Supplies <sup>17</sup>	57	\$67.03	\$1,435,267
Smoking Products	84	\$377.48	\$8,082,944
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	76	\$3,918.50	\$83,906,825
Gasoline and Motor Oil	80	\$2,014.27	\$43,131,467
Vehicle Maintenance and Repairs	69	\$688.74	\$14,747,967
<b>Travel</b>			
Airline Fares	51	\$214.55	\$4,594,058
Lodging on Trips	62	\$264.95	\$5,673,442
Auto/Truck/Van Rental on Trips	49	\$19.18	\$410,726
Food and Drink on Trips	63	\$294.39	\$6,303,831

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



# Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Blount, AL

---

<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

<sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>6</sup>**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>10</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>11</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

<sup>12</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>13</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>14</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>15</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>16</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

<sup>17</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>18</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

<sup>19</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.